GOVERNMENT OF INDIA
CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION
LOK SABHA

UNSTARRED QUESTION NO:2804
ANSWERED ON:19.12.2003
HALL MARKING OF GOLD
AMBATI BRAHMANAIAH

Will the Minister of CONSUMER AFFAIRS, FOOD AND PUBLIC DISTRIBUTION be pleased to state:

(a) whether the Government launched "the Hall Marking Scheme of Gold Jewellery" in 2000;

(b) if so, the salient features thereof;

(c) the reasons for the lack of enthusiasm for this scheme so far;

(d) whether State Governments are being asked to popularise this scheme; and

(e) if so, their response thus far to this scheme?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF CONSUMER AFFAIRS, FOOD & PUBLIC DISTRIBUTION (SHRI V. SREENIVASA PRASAD)

(a) & (b): Yes, Sir. In order to protect consumers from being cheated while purchasing gold jewellery, the 'Hallmarking Scheme of Gold Jewellery' was launched by Bureau of Indian Standards (BIS) in April 2000 under the BIS Act, 1986. The scheme is voluntary in nature. The principal objectives of the scheme are to ensure that the common consumer is assured of the purity of gold jewellery purchased by him and to guide the manufacturers to maintain legal standards of fineness.

(c) to (e): The lack of enthusiasm for this scheme could be attributed to inadequate infrastructure with respect to availability of Hallmarking Centres in the country and lack of public awareness. BIS is presently operating this Scheme onvoluntary basis only. Efforts to popularize the scheme are made through a structured action plan implemented by 5 Regional and 19 Branch Offices of BIS catering to all states of the country. So far State Governments have not specifically been asked to popularize this scheme.